**ENG 1D MARKETING ASSIGNMENT**

Your group of 2-3 students has been selected to present a marketing proposal to the Board of Directors of Nike, which will help them to sell their brand new line of sneakers!

As a team, you will decide on a target audience, direct message and indirect message that your campaign wants to achieve. You will then develop a plan in which to market your product to your target audience.

First, come up with a catchy slogan and logo which will run through all aspects of your campaign. Then, as a group produce a TV or radio commercial **as well as** a billboard or magazine/newspaper ad which effectively markets your product to your target audience. One group member will be responsible for the production of one of these advertisements. Finally, each member of your group is going to write a brief paragraph describing why your group chose each type of advertisement, what you decided to include in your advertisements and why, and the process that you underwent from developing your marketing strategies to producing a final product.

There will be class time during the week of February 21 to work on the production of your advertisements in the Ideas Space and in the classroom. Marketing proposals will be heard by the Board of Directors at the Board Meeting held in class on February 27, 28, and 29.

You will be marked on your completed marketing products, your written paragraph as well as your marketing proposal. The rubric on the other side of this page will be used in your evaluation.

**RUBRIC FOR MARKETING ASSIGNMENT**

Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ad Produced: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **CRITERIA** | **LEVEL R**  **(0-4 Marks)** | **LEVEL 1**  **(5 Marks)** | **LEVEL 2**  **(6 Marks)** | **LEVEL 3**  **(7 Marks)** | **LEVEL 4**  **(8-10 Marks)** |
| *Marketing Materials*  Create a variety of media texts for different purposes and audiences, using appropriate forms, conventions, and techniques | Ad is not handed in, or is handed in only partially completed | Ad does not communicate a clearly evident target audience and direct/indirect message | Ad clearly communicates two of a target audience, direct or indirect message | Ad is complete and clearly communicates a target audience, direct and indirect message | Ad is complete and production goes beyond teacher expectations with a clearly evident target audience and direct/indirect message |
| *Paragraph*  Reflect on and identify your strengths as media interpreters and creators, areas for improvement, and the strategies you found most helpful in understanding and creating media texts | Paragraph is not handed in, or is handed in only partially completed | Paragraph does not describe any group decisions or individual reflection on the process of developing the final product | Paragraph only describes one of group decisions or individual reflection on the process of developing the final product | Paragraph describes both group decisions and individual reflection on the process of developing the final product and some specific examples | Paragraph describes both group decisions and individual reflection on the process of developing the final product with a high degree of analysis and several specific examples |
| *Marketing Proposal*  Use speaking skills and strategies appropriately to communicate with different audiences for a variety of purposes | Student is not present for or does not participate in the marketing proposal | Student contribution to the marketing proposal does mention any aspect of the campaign and is not clear or coherent | Student contribution to the marketing proposal mentions some aspects of the campaign and is not very clear and/or coherent | Student contribution to the marketing proposal includes all aspects of the campaign and is very clear and coherent throughout | Student contribution to the marketing proposal includes all aspects of the campaign and is thoroughly clear, coherent and creative |

**TOTAL: \_\_\_\_\_\_/30**

**ADDITIONAL COMMENTS:**